

## SECRETARY HOFER OF SALEM BOARD OF TRADE DELIVERS ADDRESS TO PRUNE GROWERS ASSOCIATION ON VALUE OF LANDS

Having been asked by the prune growers to speak relative to the value of orchards in and around Salem, I am glad to admit that this is a subject which has interested me deeply for a long time. The Salem prune district has grown to such magnitude and involves to so large an extent the prosperity of our community that it is worth the most serious consideration. I do not wish to assume that every fruit grower is in the business purely and solely for the dollar, but as the business end of it is measured by the dollar that is probably the main standpoint from which to consider it.

It is needless to say to you gentlemen that the prune orchards of this section are selling at too low a price. In fact they are not bringing quite half what they are worth. I doubt, however, whether even you gentlemen are fully aware of the actual value of these orchards. If you were, you would be conducting some of your business operations along different lines.

I am not here to criticize you nor your business methods, but to endeavor to point out to you that some changes are necessary in order to enable you to reap the largest possible results from your undertakings. After nearly twenty years struggling with the prune problem you gentlemen have demonstrated that it is a great success. You are making money on your product, and this is the result of getting it before the people right. But you are not getting even fair prices for your orchards when sales are made. These should likewise be properly brought before the business mind, in order to secure the results to which you are entitled. I do not assume that you are all trying to sell your orchards, in fact, I know many of them could not be bought, but for all that, you want them recognized at their true value. There is only one way to accomplish this, and that is to systematically educate the public mind to know what that value is. You have been successful in a measure in doing this with your prunes. You should be equally successful in exploiting the value of your orchards.

As you all know, the value of any article is largely a mental proposition. It has been suggested that if we should all agree upon a set date to double the price of our lands and then live up to it, there would be just as many sales and possibly a greater demand for properties than at existing prices. I do not wish to convey the impression that land values are all a fiction, but they are largely what we believe them to be and what we make them. We should think larger thoughts along these lines, perform greater actions, and we will reap the larger profits.

While land values are largely theoretical, there is one satisfactory system of measuring the actual value of a farm, and that is by what it will produce. Let us measure the value of our orchards by this standard and see what figures we arrive at. I am convinced from conversations with scores of prune growers that any fairly good orchard commercially handled will pay a profit of \$50 per acre annually. By commercially handled I mean an orchard conducted by people who hire all the work done by so-called sidewalk farmers. Those of you who work your own orchards make them pay \$100 and more per acre annually, but the only fair way to figure this is on the commercial basis, hence I shall base my figures on that theory. At \$50 per acre annual profit orchards will pay 10 percent, or a good rate of interest after paying taxes and insurance on buildings, if you have any. Capitalists are everywhere ready to invest in a business that insures a good rate of in-

terest, and these investments are only made on the basis of interest returns. Hence I say our prune orchards should sell at not less than \$500 per acre for the bearing trees, and more for other improvements.

In the Santa Clara valley prune orchards sell at from \$500 to \$1000 per acre. It is generally admitted that they cannot raise as good prunes as we do, nor as many to the acre, and the expense of growing them is greater there than here. They why should our magnificent prune orchards be sold for less money than those in the Santa Clara country? They should not. They should bring more, and it is only a matter of a few years when our orchards will sell at the California prices. How are we to bring about this change? It can be done just as the value of prunes was brought up from nothing to a point where they pay large profits—by intelligent application of business methods, by establishing a confidence in the business, by believing in our orchards. Our belief should be followed by faith, and we should show our faith by our works. Finally we should know their real value, and then we will cheerfully pay it, and when we sell, receive the full price from all buyers.

The first step in this matter should be a campaign of education to convince every man, woman and child that the Salem prune orchards are a bonanza, that they pay large profits, that any one who can buy bearing orchards under \$500 per acre has found a snap. We should have the local papers present these facts continually until they are thoroughly drilled into the minds of our own people. When all have faith in this proposition it is little trouble to make the newcomer or the investor see it as we do. We must do some good advertising. By this I do not mean advertise our orchards for sale, but to advertise them to the world for what they are, a good investment, a sure thing business. Before this impression can be fully conveyed we must do with our orchards what you have learned to do with your prunes. We must process them, put them in neat shape, pack them with stencilled paper, so to speak. In short, we must make the orchards look attractive to the eye.

If we have homes in these orchards they should be beautiful homes. They should be well kept. The premises should be landscaped and made attractive in every possible way. On some late drives to the Roseburg country I have noticed many improvements of this kind. The good roads in that district have been a boon. The supplanting of worm fences should follow, as well as the grubbing out of the fence rows. You use modern methods of cultivation, pruning, spraying, evaporating, etc., why not apply the modern ideas to your whole premises? The sole value of a coat of paint does not consist in preserving the wood, but it is often much more valuable in the mental impression it makes upon some mind. A hundred dollars worth of paint and labor has often made a place sell for \$500 more money. It is needless to suggest that this pays. A relative amount of beautifying of your orchards, fences, houses, barns and environments generally will produce like results in cash.

You have the best prune orchards in the world. You are beginning to make money and enjoy some of the comforts to which you are entitled, as a result of your labor. Now why not begin to reap the harvest of your skill and enterprise in exploiting your orchards as well? The time is ripe and no good prune orchard in this section should be sold at less than \$500 per acre.

## ITALIANS WILL KILL DETECTIVE

Plain Clothes Men Guarding the  
Man Who Broke Up  
Gang Italian Counterfeiter.

(United Press Licensed Wire.)

Chicago, July 17.—Plain clothes men today are watching the goings and comings of Lawrence Rickey, United States secret service agent, who recently secured the arrest of five Italian counterfeiters, after working four years on the case. Knowledge that Rickey is marked for assassination by the band of lawless Italians, whose rendezvous is in the West Side, was brought to police headquarters by detectives, who overheard a conversation between two Italian girls yesterday.

During their conversation the girls mentioned the names of the supposed ringleaders in the plot to do away with the secret service agent, and these men are the objects of a determined police search today. The brothers of Antonio di Paolo, owner of the saloon in which Rickey made the capture of the five counterfeiters, are among those for whom the officers are searching. Antonio di Paolo is supposed to be in Italy.

## A LARGE ORDER FOR LUMBER

E. H. Harriman Buys \$750,000  
Worth From Booth-Kelly.  
Enough to Build  
4000 Cars.

(United Press Licensed Wire.)

Portland, Ore., July 17.—The largest single order for lumber ever placed with one sawmill has been given to the Booth-Kelly Lumber company of Eugene, Oregon, by the Harriman lines. The contract, which calls for enough material to build 4,000 cars will represent an expenditure of \$750,000.

The order is too big for one mill to fill, so part of it will be divided with members of the Oregon and Washington Lumber Manufacturers association.

Work on the new cars will start in a few days in Chicago, McKees Rocks, Pa., and St. Louis. Even the lumber men who will not share in the order are pleased with it because it means that when a man like Harriman comes to Oregon for his lumber they may expect a flood of orders from other sources.

## Weak Women should heed such warnings as head- ache, nervousness, backache, de- pression and weariness and fortify the system with the aid of

**Beecham's  
Pills**

Sold Everywhere. In boxes 10c. and 25c.

## SOCIAL

PRISCILLA CLUB  
HAS PLEASANT TIME

The members of the Priscilla Embroidery Club terminated this season's work with their annual picnic last Monday at Bright View, the beautiful country home of Mr. and Mrs. D. J. Fry, celebrating the third year of the club's formation and the third birthday anniversary of Miss Priscilla Fry, after whom the club was named. About fifty were present, including the club members and their families. At six o'clock a delicious lunch was served by Mrs. Fry, assisted by Mrs. Ida Babcock and Mrs. Will R. King. Afterwards a musical and literary program was given indoors. The club will resume its work in October.

Among the Salem people taking an outing at Newport are Mr. and Mrs. D. A. White and children, Mrs. Alice H. Dodd, Mr. and Mrs. Boesch, D. H. James and son Reed, Mrs. J. R. Linn, Mrs. Percy Cotter, Miss Fannie Solomon, Miss Atha Dimick, Mr. and Mrs. Edward Thielson, Mr. and Mrs. J. A. Carson and daughters Essie and Katherine, and Miss Verna Cooder.

PRETTY WEDDING  
AT ALBANY

A pretty wedding took place in Albany Wednesday, when Miss Aileen Larson Webber, the daughter of Mrs. L. S. Webber, of Portland, and the niece of Mr. and Mrs. W. B. Stevens of Albany was united in marriage to James Carlyle Denton, of Portland. The marriage took place in St. Peter's church, Rev. Morrison, of Portland, officiating.

At exactly 12 o'clock the bridal party entered the church to the strains of Mendelssohn's wedding march, rendered by Miss Woodworth and took their places at the altar.

The bride was dressed in a beautiful white gown and carried a large shower bouquet of bride roses. Miss Elva Baker, the bridesmaid, was dressed in blue and carried a bouquet of white roses. Mrs. J. R. Flynn, matron of honor, was dressed in a beautiful pink dress and carried on her arm a bouquet of carnations. Mr. W. B. Stevens, uncle of the bride, ushered the bride to the altar, and W. A. Denton, of Salem, brother of the groom, was best man. Bert and Tom Stevens were the ushers. The church was artistically decorated with ferns and marguerites.

After partaking of a bountiful luncheon at the home of Mr. and Mrs. W. B. Stevens, the happy couple left for a wedding trip to British Columbia.

## BRACKETT LIES ABOUT SHOOTING

Portland, Ore., July 17.—After throwing suspicion on Louis Quimby and J. M. Main by accusing them of firing the mysterious shot that nearly killed him Wednesday night, Rae F. Brackett, the Walla Walla electrical engineer today admitted that he told a false story and completely exonerated the two men.

Brackett then followed this statement up with another to the effect that he recognized one of his assailants, but he could not tell which one fired the shot.

"I know one of the fellows," he declared today, "but I'm not going to tell you fellows his name because I do not intend to prosecute." This makes the third different story Brackett has told concerning the shooting. When he was removed from the street corner, where the bullet was fired, he stated that he had been held up. When he failed to make good with that version he named two innocent men as his assailants. When Main and Quimby each proved an alibi Brackett was cornered, so he simply told the police that he recognized one of his assailants, but would not divulge his name.

yourself you probably are something of a gold mine for some one else.

## A Skin of Beauty Is a Joy Forever



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**Oriental Cream**  
OR MAGICAL BEAUTIFIER

GIVES A FASCINATING AND REFINED COMPLEXION

It is the duty of every woman to preserve her beauty, and even the most beautiful must protect their complexion. A faultless complexion, sweet, pure, and wholesome is something every woman desires and which can be readily obtained by using GOURAUD'S ORIENTAL CREAM. This well known preparation has been highly recommended by physicians, actresses, singers, and women of fashion for over half a century. It renders the skin like the softness of velvet, leaving it clear and perfectly white.

GOURAUD'S ORIENTAL CREAM cures Skin Diseases, relieves irritations, soothes and invigorates the skin, beautifies and improves the complexion and cannot be surpassed when preparing for evening attire.

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Satisfaction guaranteed.

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<b>MONUMENTS</b> as they should be made. <b>ARTISTIC PERMANENT</b> None lower in price. None better. Electric Tools for Lettering <b>Salem Granite and Marble Works</b> 239 Liberty. W. W. Martin	<b>Rogers Paper Co.</b> <b>Wholesale Paper</b> 404 Court St., Salem, Or.	<b>Threshermen Attention!</b> Now is the time to bring your threshing engines to have them repaired. Do not wait until the last day, as there may be some one ahead of you. Come early and avoid the rush. We carry a full line of high pressure steam gauges, also best Scotch water glass. Repairs on automobiles, marine and threshing engines and all farm machinery a specialty. <b>E. M. KIGHTLINGER</b> 178 South Liberty Street	<b>HARRY P. CHASE</b> Established 1893. Manufacturer and Jobber <b>Wind Mills, Pumps and Plumbing Supplies</b> Special make metal and wood tanks and spray pumps. Phone 346. 101-113 Front St. Salem, Or.	<b>FOR CLEAN, HEALTHY NURSERY STOCK OF ALL KINDS THE</b> <b>OREGON NURSERY CO.</b> LEADS Just remember this	<b>ELECTRIC FIXTURE &amp; SUPPLY CO.</b> Salesroom—425 Court St. Factory—Liberty Street Designers and Manufacturers of Gas and Electric Lighting Fixtures. <b>Wholesale and Retail</b> WE—Polish automobile parts, brass kettes, etc. Rebuild and refinish old fixtures. Hardware and metal ornaments replaced. Patronize a Home Industry. A Salem Factory.